

# GO NATIONAL

Why consolidating janitorial services makes good business sense

## CORPORATE PROFILE:



**F**ounded in 1985, Coverall is one of the leading franchisors of commercial cleaning companies in the world. The Coverall® System supports more than 9,000 Franchised Businesses that provide the Coverall® Program to their 40,000 customers across 90 metropolitan areas globally.

In 2008, the company made the decision to focus on a specialized cleaning process designed to improve the cleanliness, health and wellness of facilities. The unique, environmentally sound Coverall® Program combines innovative cleaning technologies and tools, hospital-grade disinfectants, professional training programs for its Franchised Business Owners, customer support and communication, and a passion for healthy cleaning to do one thing: remove the maximum amount of dirt and germs as efficiently as possible.

Coverall uses science-based measurement tools, such as an ATP meter, to validate every component of their Program. Coverall Franchised Businesses also adhere to ISSA cleaning standards, a trusted name in the cleaning industry. By adapting these fundamental standards as a norm and simultaneously conducting their own time studies on efficiency, Coverall demonstrates the effectiveness of their methods.



Today, thanks to an impressive network of Support Centers across the United States, the Coverall® System offers its specialized cleaning Program to companies with multiple locations nationwide. This Program provides competitive volume pricing, one contract, an itemized invoice for all locations and consistent quality assurance from one service provider.



*Coverall is a founding member of VetFran, a program to provide outstanding franchising opportunities to the military veteran community.*

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*“We understand that every experience counts, and that noticeably clean environments shape customer perceptions—whether it be the cleanliness of surfaces or the shine of the floor.”*

*Kevin Wenzel, P&G Professional*

# Rick Ascolese



Rick Ascolese, Chief Executive Officer of Coverall North America, Inc., joined the company early in 2012 and is dedicated to the company's mission of helping Coverall Franchised Businesses grow successful enterprises using the company's scientifically validated Program.

"Coverall entrepreneurs know success depends on the relationships they maintain with their customers and consistent service delivery, day in and day out," said Ascolese. "As partners with these hard-working individuals, we are dedicated to helping them reach their objectives."

Previously, Ascolese served as President and Chief Operating Officer of TruGreen LandCare and spent 20 years with another ServiceMaster business unit, American Home Shield. He earned a bachelor's degree in sociology from Miami University in Oxford, Ohio, and an M.B.A. in marketing and management from the University of Cincinnati.

*"What makes the Coverall® Program unique is that it's a very real step-by-step process – and it has three overarching goals."*

"One goal is to kill germs and remove the most dirt possible," said Ascolese. "The second goal is to support our Franchisees in doing that efficiently and consistently. And the third goal is to help Franchised Business Owners, from an ergonomic point of view, take care of themselves and their employees."

"We're not a monolithic, hierarchical organization," continued Ascolese. "I'm here because I like to be part of something that's growing and creative. I'm here because I have great people around me and I like building teams. I'm here because I'm seeing Franchised Business Owners who have aspirations, and I think we can help them reach goals and bring a little bit of the American Dream back."

*A professional cleaning service should offer multiple ways to contact them with comments, requests, or to get information about your invoices and services.*

## How the Janitorial Industry Works

At first glance, the janitorial industry appears to offer a sea of choices. But when you look more closely, you'll see that most janitorial service providers fall into one of three categories: local "Mom & Pop" janitors, in-house cleaning services, and professional commercial cleaning companies.

A Mom & Pop	B In-House	C Commercial Cleaning Company
Low cost, but higher risks in reliability, consistency of work, and issues with licensing, bonding and insurance.	For large companies, in-house janitorial services might make sense. If there are multiple locations, it can be difficult to manage the work, especially with sick or absent in-house janitors. Additional costs related to equipment, supplies, inefficient processes and safety concerns.	Commercial cleaning companies are licensed, bonded and insured. While the upfront cost may seem higher, value-added services combined with trained and certified cleaning professionals who deliver services consistently are worth it.

According to [TodaysFacilityManager.com](http://TodaysFacilityManager.com), janitorial services are often perceived as "you-get-what-you-pay-for." When selecting a cleaning services provider, the site recommends you consider the following criteria: pricing, references, insurance, supervision, quality or procedures, and intangibles, such as recognition of veterans, participation in professional organizations or charitable involvement.

# How much is your brand worth?

A company's brand is one of its most valuable assets. The world's top brands (Coca-Cola, Apple) are valued in the billions of dollars, and successful companies such as Tiffany & Co. and Coldwell Banker protect their brands fiercely to grow and retain market share.

Good brands evoke positive emotions from consumers. Whether you're building a new brand, improving an established brand, or protecting a great brand, every detail must be considered. From logo creation to marketing materials, store design to number of locations, customer service to quality of products and services – all are vital elements to building brand value.

But how do customers and employees interact with your brand every day? The customer's experience with your brand contributes significantly to

your image. When customers visit their favorite stores, restaurants, gyms or healthcare facilities, they expect consistency from location to location. Each facility should look the same, smell the same and offer the same

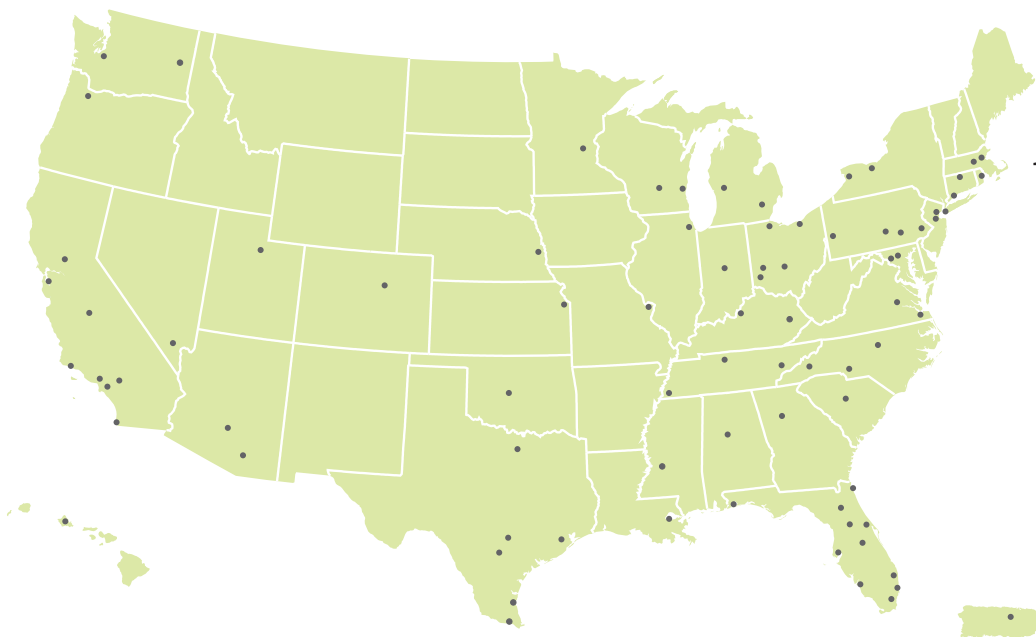


products or services. When brand experience varies from store to store or facility to facility, it erodes the brand.

Even worse, when a customer has a bad experience in a single location

(whether it's poor customer service or broken gym equipment), it negatively impacts their opinion of the brand – across all locations. With the prevalence of social media, imagine the devastating impact that a dirty restroom picture could have when posted on Facebook, Instagram, and Tweeted to thousands of followers. **A shocking 94 percent of U.S. adults said they would avoid a business in the future after encountering a dirty restroom**, according to a recent Harris Interactive poll.

Don't underestimate the importance of protecting your brand. One way to better manage customer experience is by providing a consistently clean environment with a standardized, national cleaning program. It's an investment that people will notice.



## A National Presence

Coverall's National Accounts Program is supported by a network of 90 Support Centers and more than 9,000 Franchised Business Owners trained and equipped to deliver the Coverall® Program across a variety of businesses and industries.

*More than a third of people polled by Clorox have immediately left a restaurant, gym, school or other business because of restroom odors.*



60% of customers deciding where to shop said a store's environment encouraged them to buy more. -ISSA

# Value-Added Special Services

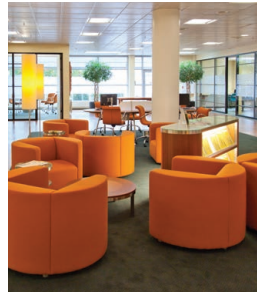
A large franchise system such as Coverall has the resources and their Franchisees have the know-how to offer highly specialized services that mom and pop janitors can't. If your facilities need extra floor care, carpet cleaning, or have high-end furnishings, equipment or other items that need special attention, make sure your cleaning company is trained to clean them properly.



**Hard-floor care**



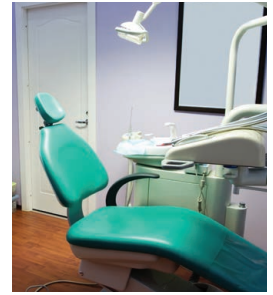
**Deep carpet cleaning**



**Furniture/Fabric cleaning**



**Windows**



**Medical facility cleaning**

# Doing Business with Coverall is Easy

Reconciling many locations into a single, unified commercial cleaning contract may seem like a daunting, time-consuming project. Here's the good news. With the right commercial cleaning partner, it can be easy. Here are the three steps to get started with a Coverall National Contract.



### Locations

First, provide an address, zip code, contact name and phone number for each location. Coverall will use this information to create a "footprint" showing how their national coverage matches yours. You'll get a copy of the footprint.



### Service Plan

Talk with Coverall about the work specifications for your locations. If you have a current scope of work that you like, then send it to them for an expert review. If you don't, that's fine—Coverall has a well-defined process for matching commercial cleaning services to your needs and expectations.



### Site Visits

Last, tell each site manager that Coverall will contact them soon to schedule a site visit. During that meeting Coverall representatives will gather measurements, document floor types and condition, and note specific needs for each facility.

**That's it! Using the information from these three steps, a Coverall Representative will customize a proposal for you as quickly as possible.**

